

**Roles and Expectations for  
Corporate College Recruitment Event Participants (Draft)**  
(Note: Program formats vary-program agenda will determine which roles are applicable)  
July 26, 2004

**Opening Reception and Information Session**

<b>Presiding Officer</b>	<ul style="list-style-type: none"> <li>Facilitates the Opening Informational Session</li> <li>Maintains timeliness and flow of the agenda</li> <li>Positively responds to needed modifications and exceptions</li> </ul>
<b>Greeter</b>	<ul style="list-style-type: none"> <li>Welcomes participants and briefly describes event goals and activities.</li> </ul>
<b>Occasion Speaker</b> <ul style="list-style-type: none"> <li><b>AA from Codes E, F, or N, Center Director, Center Senior Program Manager</b></li> </ul>	<ul style="list-style-type: none"> <li>Thank and acknowledge campus representatives and attendees.</li> <li>Explain the purpose of the event and the importance of the recruitment effort to NASA.</li> <li>Give a brief overview of activities planned.</li> <li>Introduce keynote speaker, if applicable.</li> <li>Provide overview of NASA's mission and vision</li> <li><b>In absence of Keynote Speaker, perform associated tasks listed.</b></li> </ul>
<b>Keynote Speaker</b> NASA Administrator, Deputy Administrator, Associate Deputy Administrator, Enterprise AA, Center Director, Chief Scientist, Chief Engineer, Center Senior Program Manager	<ul style="list-style-type: none"> <li>Explain NASA's upcoming workforce and recruitment challenges.</li> <li>Highlight a few of NASA's activities to arouse student interest.</li> <li><b>Invite students to learn about NASA career opportunities by meeting with recruitment team.</b></li> </ul>
<b>Introducer of NASA Recruitment Team</b>	<ul style="list-style-type: none"> <li>Introduces or allows recruitment team to introduce themselves to facilitate conversations with students.</li> <li>Provides info on format for the session</li> </ul>
Center Recruitment Team Lead	<ul style="list-style-type: none"> <li>Provide logistic details for the event.</li> </ul>

**Job Fair/Career Fair Day**

<b>Functional Representatives for Offices of Human Resources, Education, and Equal Opportunity</b>	<ul style="list-style-type: none"> <li>Know the Corporate Recruitment Strategy and plans, why NASA is doing this, and why you are participating – Review PPT presentation, if unfamiliar with strategy and plans</li> <li>Attend event all-day and in proper attire, to be determined in advance of event</li> <li>Brief your counterparts as well as the team members on functional/programmatic requirements for human resources (i.e. the various appointing authorities), education program, and student organization info and/or other pertinent info</li> <li>Provide technical support and expertise to technical</li> </ul>
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	<p>recruiters and hiring managers as well as each other.</p> <ul style="list-style-type: none"> <li>• Honor the schedule taking booth, workshop or technical consultation assignments as required</li> <li>• If assigned to conduct workshop, be prepared to discuss Federal/NASA Employment Procedures and navigate and demonstrate use of NASA STARS, if capability exists.</li> <li>• Positively respond to needed modifications and exceptions</li> </ul>
<b>Office of Human Resources</b>	<ul style="list-style-type: none"> <li>• Clarify process for interviewing and making offers.</li> <li>• Assist in scheduling/facilitating interviews with hiring managers and technical recruiters.</li> <li>• Serve as point-of-contact for corporate allocation job announcements.</li> </ul>
<b>Technical Recruiters and Hiring Managers</b>	<ul style="list-style-type: none"> <li>• Know what is the Corporate Recruitment Strategy, why NASA is doing this, and why you are participating – Review PPT presentation or have someone brief you, if unfamiliar.</li> <li>• Participate in recruitment team conference calls and meetings at events (hotel, campus, conference) to ensure that you are operating from the most recent information.</li> <li>• Provide a brief overview of the hiring needs for your center.</li> <li>• Become familiar with what the other centers do and the competencies required.</li> <li>• Attend event all-day and in proper attire to be determined prior to the event.</li> </ul>

### NASA Awareness Session and Federal Employment Workshop

<b>Session Facilitator</b>	<ul style="list-style-type: none"> <li>• Give an overview of the NASA “pipeline” leading from involvement in educational opportunities to a career at NASA.</li> <li>• Provide an overview of NASA educational and employment programs.</li> <li>• Give an overview of NASA-related career options.</li> <li>• Introduce other session participants.</li> <li>• Chair the question-and-answer session.</li> </ul>
<b>NASA Equal Opportunity Program Manager/Representative</b>	<ul style="list-style-type: none"> <li>• Describe NASA goals and plans for a diverse workforce.</li> </ul>
<b>NASA Educational Program Manager/Representative</b>	<ul style="list-style-type: none"> <li>• Describe opportunities for college students and faculty that assist them in becoming active participants in the NASA “Pipeline.”</li> </ul>
<b>Human Resources Program Manager/Representative</b>	<ul style="list-style-type: none"> <li>• Describe NASA employment opportunities for students and graduates.</li> <li>• Provide overview of Federal employment and applying for NASA jobs.</li> <li>• Talk about specific opportunities (i.e. corporate allocations-FCIP) and requirements.</li> </ul>
<b>NASA Science Enterprises/NASA Center</b>	<ul style="list-style-type: none"> <li>• Give an overview of research opportunities for faculty and students; include a brief discussion of one or more</li> </ul>

	<p>interesting programs to demonstrate how university research can contribute to larger NASA objectives.</p> <ul style="list-style-type: none"> <li>• Highlight research areas of special interest to NASA.</li> <li>•</li> <li>• Discuss programs that involve faculty and students in working directly with NASA centers.</li> <li>• Share examples from your own center.</li> </ul>
<b>Student Educational Program Participants</b>	<ul style="list-style-type: none"> <li>• Share his/her program experience, including the path that led to receiving the award or appointment, and activities/work performed during program.</li> <li>• Share the impact the program (personal experiences) has had on your academic/career development, including accomplishments and plans for future career.</li> </ul>
<b>NASA Co-op Education Program</b>	<ul style="list-style-type: none"> <li>• (If Program Manager is speaking): Discuss purpose of program, benefits, how to apply; share experiences and accomplishments of a few participants and how to apply.</li> <li>• (If co-op student is speaking): Discuss path that led to successful application, experiences in program, future plans and how the program helped you.</li> </ul>
<b>Faculty Program Participants</b>	<ul style="list-style-type: none"> <li>• Share personal experiences with the program, including the path that led to receiving the award, research and educational enhancement performed during program.</li> <li>• Provide an overview of the impact your participation in the Program has had on your institutions and the students you teach.</li> </ul>

<b>NASA Fellowship/Research Programs</b>	<ul style="list-style-type: none"> <li>• (If Program Manager is speaking): Discuss purpose of program, benefits, how to apply; share experiences and accomplishments of a few fellows and how to apply.</li> </ul> <p>(If faculty fellow is speaking): Discuss experiences in the program, how it benefited your career, how to apply.</p>
<b>Scholarship Programs</b>	<ul style="list-style-type: none"> <li>• (If Program Manager is speaking): Discuss purpose of program, benefits, how to apply; share experiences and accomplishments of a few fellows and how to apply.</li> <li>• (If fellow is speaking): Discuss experiences in the program; how it benefited your career, path that led you to successful application, future plans.</li> </ul>
<b>Research Programs</b>	<ul style="list-style-type: none"> <li>• (If Program Manager is speaking): Give an overview of the program and share the accomplishments of some researchers.</li> <li>• (If a program participant is speaking): Discuss experiences in the program, projects worked on; how it benefited your education, path that led you to successful application, future plans.</li> </ul>
	<ul style="list-style-type: none"> <li>•</li> </ul>

## **NASA Corporate Recruitment Executive**

The role of the NASA Corporate Recruitment Executive is to ensure that a consistent message is delivered at the corporate recruitment event. His/her efforts will result in improved communications and coordination with the technical recruiters and hiring managers at Corporate Recruitment University events

- **Communicate the Agency message:**

Top management expects many on-the-spot offers—or selections within a very short period of time, i.e., not more than several days following the University visit

-- We don't want to miss top candidates for the ten critical at-risk competencies identified as part of the corporate hiring.

-- -- Communication: It is critical that hiring managers and technical representatives are all on the same page and understand the Corporate Recruitment Program from the Agency perspective (i.e., speak as one)

-- In one case, ARC made hire for GSFC at Berkeley; Administrator encourages others to do the same. Details between the two Centers should be coordinated prior to the corporate recruitment event.

- **NASA Corporate Recruitment Executive Roles & Responsibilities:**

**Participate in opening event.**

**On day of job fair.** The Corporate Recruitment Executive will work with the NASA Center lead between the job fair booth and the technical consultation rooms to ensure a smooth and successful event.

- **Roles and Responsibilities of the Lead Center in making offers of employment during the event:**

The Corporate Recruitment Executive for the lead Center is in charge and responsible for the visit. Any issue that arises during the event is to be communicated and/or filtered through the corporate recruitment executive.

- Prior to the corporate recruitment event, the Lead Center representative will ensure that Hiring managers and technical recruiters understand what the hiring allocations are Agencywide and by Center, be clear on their authority-to-hire for the specific visit (tentative contingent offers), and have the same message to communicate to students and others.
- Before the corporate recruitment event, the Lead Center representative will provide you, the NASA Corporate Recruitment Executive, with a list of Center

hiring needs that each hiring manager and technical recruiter will be looking for during the corporate recruitment event.

- Offers during the event can be extended using one of the following methods:
  - 1) After identifying a candidate, the hiring manager and/or technical recruiter with hiring authority, will work with their Center hiring staff to obtain a referral list. If the name of the candidate appears on the referral list, the hiring manager, or their HR representative, may extend a formal offer of employment.
  - 2) If a hiring manager or technical recruiter with hiring authority identifies a candidate but there is not enough time for the Center HR office to obtain a referral list before the end of the event, the hiring manager or technical recruiter with hiring authority may extend a verbal tentative offer of employment using the information on the attached script.